

## Message Text

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ORIGIN ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 AGR-20 AID-20 CIAE-00

INR-10 NSAE-00 RSC-01 /083 R

DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:WEKNEPPER

ARA/CAR:KLWAUCHOPE

EB/OCA:JSIMMONS

COMMERCE:OIM/BIC:WSLYNCH

COMMERCE:OIM/BIC:WHADAR

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R 1929Z FEB 74

FM SECSTATE WASHDC

TO AMCONSUL MARTINIQUE

UNCLAS STATE 032976

E.O. 11652: N/A

TAGS: BEXP, AFSP, MB

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) -  
FRENCH WEST INDIES

REF: (A) MARTINIQUE 6; STATE 235324;

(C) MARTINIQUE 469

1. TO BACKSTOP THE POST'S VERY LIMITED STAFF, AN ACTION  
STAFF FOR THE FRENCH WEST INDIES CAP HAS BEEN ESTABLISHED  
AS FOLLOWS:

STATE: ARA/CAR, CHIEF OF FRENCH WEST INDIES AFFAIRS, KEITH  
L. WAUCHOPE; ARA/ECP, DEPUTY REGIONAL COMMERCIAL COORDINA-  
TOR, EDWARD M. COHEN; EB/OCA, LIAISON OFFICER FOR ARA,  
JOHN SIMMONS.

COMMERCE: OIM/BIC, DEPUTY ASSISTANT SECRETARY, WILLIAM S.  
LYNCH; FWI COUNTRY SPECIALIST, WALTER HAIDAR.

2. ACTION STAFF HAS REVIEWED POST'S PROPOSED CAP AND  
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TRANSMITS FOLLOWING COMMENTS:

(A) WE WELL APPRECIATE THAT TWO OFFICERS COVERING A WIDE-RANGING TERRITORY AND HANDLING A SUBSTANTIAL BURDEN OF CONSULAR AND OTHER NON-COMMERCIAL WORKLOADS ARE NOT READILY ABLE TO TAKE ON ANY SUBSTANTIAL INCREMENT IN THEIR

COMMERCIAL WORKLOADS. HOWEVER, IT IS NOT SO MUCH THE PURPOSE OF A CAP TO INCREASE A POST'S COMMERCIAL WORKLOAD AS TO CONCENTRATE THAT WORKLOAD ON A FEW RELATIVELY PROMISING LOCAL MARKETS FOR U.S. PRODUCTS AND/OR SERVICES. BY AND LARGE, THE OBJECTIVES SET FORTH IN THE POST'S PROPOSED CAP ARE TOO BROAD TO IDENTIFY THE PARTICULAR U.S. PRODUCTS/ SERVICES ON WHICH THE POST SHOULD BE CONCENTRATING ITS COMMERCIAL EFFORTS; AND THE ACTIONS PROPOSED FOR EACH OBJECTIVE SEEM UNLIKELY TO PRODUCE ANY APPRECIABLE RESULTS.

(B) OBJECTIVE ONE, FOR EXAMPLE, COVERING THE "MACHINE, APPLIANCE AND ENGINE" MARKET, GIVES NO INDICATION AS TO WHICH PARTICULAR PRODUCT LINES OR PRODUCT SUBGROUPS WITHIN THIS VAST CATEGORY MIGHT BE WORTHY OF YOUR OR OUR SPECIAL ATTENTION. TO ILLUSTRATE THE POSSIBILITIES: IN A NUMBER OF TROPICAL COUNTRIES, SUGAR MILLS ARE BEING ESTABLISHED OR EXPANDED OR MODERNIZED IN ORDER TO INCREASE OUTPUT OF REFINED CANE SUGAR BECAUSE OF RECENT YEARS' STRONG UP-TREND IN SUGAR PRICES IN THE U.S., EC AND WORLD SUGAR MARKETS. IF THE POST WOULD DISCUSS WITH SUGAR MILLERS IN FWI THEIR PLANS FOR NEW OPERATIONS, IT MIGHT FIND A NUMBER OF PROSPECTIVE OPPORTUNITIES FOR SALES OF U.S. SUGAR MILL MACHINERY OR EQUIPMENT. ACCORDINGLY, THE POST MIGHT INCLUDE IN ITS CAP AN APPROPRIATE OBJECTIVE AND MEANINGFUL ACTIONS ALONG THE FOLLOWING LINES:

"OBJECTIVE ONE: INCREASE SALES OF U.S. SUGAR MILL MACHINERY AND EQUIPMENT. ACTION ONE: BY MARCH 15, MAKE DIRECT PERSONAL APPROACHES TO THE OWNERS OF EACH SUGAR MILL ON MARTINIQUE; AND DURING THE NEXT SCHEDULED VISIT OF A CONSULATE OFFICER TO GUADELOUPE IN (...SPECIFY MONTH, OR PRECISE DATES...), 1974, MAKES DIRECT PERSONAL APPROACHES TO THE OWNERS OF EACH SUGAR MILL THERE. ACTION TWO: PROMPTLY SUBMIT A TRADE OPPORTUNITY (T.O.) REPORT ON EACH UNCLASSIFIED

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SPECIFIC OPPORTUNITY, IF ANY, DETECTED IN THE COURSE OF THESE DISCUSSIONS. ACTION THREE: UPON COMPLETION OF THE ROUNDS OF VISITS IN MARTINIQUE AND GUADELOUPE, AS PER ACTION ONE, PREPARE AND SUBMIT A BRIEF REPORT (I.E., A DESK-TYPE STUDY) ON THE MARTINIQUE-GUADELOUPE MARKET FOR SUGAR MILL MACHINERY AND EQUIPMENT, INCORPORATING AVAILABLE STATISTICAL DATA ON THE ISLANDS' SUGAR PRODUCTION

IN RECENT YEARS AND OTHER RELEVANT INFORMATION SUCH AS THE PROSPECTIVE EFFECTS OF LABOR PROBLEMS IN THEIR SUGAR INDUSTRY. ACTION FOUR: DURING THE NEXT SCHEDULED VISIT OF A CONSULATE OFFICER TO FRENCH GUYANA IN (...SPECIFY MONTH,

OR PRECISE DATES...), 1974, SEEK INFORMATION ON PROSPECTS THAT SUGAR PRODUCTION AND REFINING THERE WILL BE UNDERTAKEN TO ANY SIGNIFICANT EXTENT IN THE NEAR FUTURE. REPORT FINDINGS PROMPTLY, ESPECIALLY IF SPECIFIC TRADE OPPORTUNITIES ARE DETECTED."

(C) WE STRESS AGAIN THAT THE ABOVE-QUOTED OBJECTIVE AND ACTIONS ARE MERELY ILLUSTRATIVE, BUT THEY ARE THE KIND OF WELL-FOCUSED OBJECTIVE AND CONCRETE SUPPORTING ACTIONS THAT WE HOPE THE POST WILL BE ABLE TO FORMULATE IN LIEU OF THE PRESENT OBJECTIVE ONE.

(D) THE PRESENT OBJECTIVE TWO, COVERING FOODSTUFFS, IS UNSUITABLE FOR THE CAP NOT ONLY BECAUSE IT IS SET FORTH SO BROADLY BUT ALSO BECAUSE AS A MATTER OF GENERAL POLICY STATE AND COMMERCE ARE CONCENTRATING THEIR EXPORT-EXPANSION EFFORTS ON U.S. INDUSTRIAL PRODUCTS AND SERVICES. WE PROPOSE THAT THE POST FORMULATE A REVISED OBJECTIVE COVERING SOME SPECIFIC U.S. PRODUCT OR SERVICE (IN ADDITION TO WHICHEVER PRODUCT/SERVICE IS SELECTED FOR OBJECTIVE ONE), AND SUPPORTED BY A NUMBER OF CONCRETE ACTIONS (NOT NECESSARILY THE SAME KIND AS FOR OBJECTIVE ONE) TO IDENTIFY AND EXPLOIT SPECIFIC T.O.'S,

(E) OBJECTIVE THREE SEEMS REASONABLY SPECIFIC ENOUGH FOR THE PURPOSES OF THE CAP. WE PROPOSE THAT THE POST FORMULATE MORE PRODUCTIVE, RELEVANT ACTIONS TO ATTAIN THIS OBJECTIVE.

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(F) OBJECTIVE FOUR SHOULD BE REPHRASED SO AS TO IDENTIFY MORE PRECISELY THE KINDS OF RECREATION EQUIPMENT; AND, AGAIN, THE SUPPORTING ACTIONS SHOULD BE MORE PRODUCTIVE AND RELEVANT THAN THOSE PRESENTLY LISTED.

(G) WE ENDORSE OBJECTIVE FIVE AND ITS SUPPORTING ACTIONS.

WE ARE PLEASED TO NOTE THAT STATE HAS RECENTLY INCREASED THE POST'S FY 1974 ALLOTMENT BY 200 DOLLARS FOR COMMERCIAL TRAVEL AND BY 300 DOLLARS  
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\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* UNCLASSIFIED

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